

# The **Resources Now!** National Institute

...helping national and community service initiatives  
in their journey toward building knowledge and skills  
to raise Resources Now!

PROVIDENCE, RI | October 10-12, 2006

SPONSORED BY:

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** ★★★



RESOURCE & FUND  
DEVELOPMENT  
INITIATIVE



## **The Resources Now! National Institute | PROVIDENCE, RI | October 10-12, 2006**

**As a project leader with experience in raising resources,  
you are invited to The Resources Now! National Institute.**

Sponsored by the Corporation for National and Community Service (CNCS), The Resources Now! National Institute is designed, developed and facilitated by Campaign Consultation, Inc. Since 1998, Campaign Consultation has provided resource development training and technical assistance (T/TA) to more than 17,000 people from AmeriCorps, VISTA, National Senior Service Corps and Learn & Serve.

In addition to mastering resource development principles, you will learn how to use funding strategies that larger development programs are already implementing. The Campaign Consultation facilitation team is committed to helping you “leap frog” your program to new heights of knowledge, application and implementation in the art and science of gathering resources.

*See inside for topics, sample agenda, and registration information.*

*We look forward to seeing you soon!*

## Attendees Get All Materials:

Since the goal is that leaders have as many resources as possible to take their resource development initiatives to the next level of success, CNCS provides all attendees with reference materials from all the workshops – including materials from those workshops you are unable to attend.

## NEW!

### Free subscription to *Chronicle of Philanthropy*:

As a result of Campaign Consultation's asking and The *Chronicle of Philanthropy* responding with a generous discount, CNCS is able to purchase a subscription for every Institute participant to receive this stellar publication for one year, free-of-charge. Special thanks to the *Chronicle* for helping to advance community service nationwide.

## NEW!

### CEUs

All participants of the Institute are eligible to submit an application for Continuing Education Units (CEUs).

## RECENT RAVE REVIEWS BY PARTICIPANTS INCLUDE:

*"I had 3 separate "a-ha" moments."*

*"I gained the confidence to go to a funder and ask for funds face-to-face!"*

*"I learned so much & [am] thankful for the written material so I won't forget anything!"*

*"This was one of the best free exchanges I've been involved in."*

*"Great ideas---[I'm] thinking out of the box Now!"*

*"This made me think about innovative ways to reach corporate givers and involve employees"*

*"I gained knowledge on Wealth Transfer and the effects it will have on the baby boomer generation"*

*"I learned how to look [on the internet] for potential donors in my community"*



## Topics: | The Resources Now! National Institute | PROVIDENCE, RI | October 10-12, 2006

Attendees select and participate in a maximum of four workshops within or across the Resource and Fund Development topics shown in sessions 1 through 4:

<b>People First! Individual Giving</b>	<b>SESSION 1</b> <b>To Raise \$\$\$... Raise People</b> Finding Support through Volunteer Leaders	<b>SESSION 2</b> <b>Developing Major Donors</b> Moving Modest Gifts to Major Support	<b>SESSION 3</b> <b>Wealth Transfer and Impact on Community Service</b> Investing in Emerging Seniors	<b>SESSION 4</b> <b>Small Group Coaching:</b> Customize Resources Now! Approach to Your Initiative
<b>Corporate Donor Giving/Partnership</b>	<b>SESSION 1</b> <b>Inside the Corner Office</b> Experiencing Corporate Motivation & Response	<b>SESSION 2</b> <b>The Value of Your Program's Brand</b> Gaining and Keeping a Competitive Edge	<b>SESSION 3</b> <b>Small Group Coaching:</b> Customize Resources Now! Approach to Your Initiative	<b>SESSION 4</b> <b>Cause Related Marketing and Corporate Partnerships</b> Learning How Business Impacts the Good!
<b>Uncovering the Resources in Your Community</b>	<b>SESSION 1</b> <b>Resources For Special Programs</b> Making Funding Challenges Work for You	<b>SESSION 2</b> <b>Small Group Coaching:</b> Customize Resources Now! Approach to Your Initiative	<b>SESSION 3</b> <b>Finding \$\$\$ in Your Community</b> Using Hot Excavation Research Tools	<b>SESSION 4</b> <b>Revenue Generation</b> Looking at What Makes a Good Program Fit
<b>Asking Clinics</b>	<b>SESSION 1</b> <b>Small Group Coaching:</b> Customize Resources Now! Approach to Your Initiative	<b>SESSION 2</b> <b>Writing for \$\$\$-Individual</b> Drafting Actual Appeal Letters	<b>SESSION 3</b> <b>Writing for \$\$\$ - Foundation/Corporate</b> Drafting Actual Solicitation Proposals	<b>SESSION 4</b> <b>Articulating for \$\$\$</b> Practicing Actual Face-to-Face Personal Solicitations

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# Sample Agenda | The Resources Now! National Institute | PROVIDENCE, RI | October 10-12, 2006

TUESDAY,  
OCTOBER 10

9:30am-11:30am	12:30pm	2pm	3:30pm	4pm	5:30pm	6pm
On-Site Check-In	Institute Opening Session	Session 1	Break	Session 1 Continues	Community Meeting	Day 1 Concludes

WEDNESDAY,  
OCTOBER 11

7:30am	8am	8:45am	10:15am	10:30am	12pm	1pm	2:30pm	3pm	4:30pm	5pm
Continental Breakfast (Provided)	Opening Session	Session 2	Break	Session 2 Continues	Lunch (Provided)	Session 3	Break	Session 3 Continues	Community Meeting	Day 2 Concludes

THURSDAY,  
OCTOBER 12

7:30am	8am	8:45am	10:15am	10:30am	12pm	1pm
Continental Breakfast (Provided)	Opening Session	Session 4	Break	Session 4 Continues	Closing Session	Institute Concludes

## THREE Ways to Register!

- 1 Online** Go to [www.regonline.com/99765](http://www.regonline.com/99765) and fill out the online form. You can complete your registration AND pay the registration fee all at once!
- 2 Toll Free** Call us TOLL FREE at 877.243.2253 x37 and we'll get you registered over the phone.
- 3 By Mail** Fill out the Registration Form to the right and mail it to us at:  
Campaign Consultation, Inc.  
2819 Saint Paul Street, Baltimore, MD 21218-4312  
Attn: Laura Cook, [Cook@CampaignConsultation.com](mailto:Cook@CampaignConsultation.com)

Registration Information | The Resources Now! National Institute | PROVIDENCE, RI | October 10-12, 2006

Registration Fee: \$190.00 (covers continental breakfasts, lunch and breaks)

Registration Deadline: Friday, September 15, 2006

**Hotel Information:** Campaign Consultation, Inc., the CNCS Resource & Fund Development Initiative provider, has a special arrangement with The Providence Biltmore. Registrants are responsible for contacting the hotel to make reservations:

The Providence Biltmore  
11 Dorrance Street  
Providence, Rhode Island 02903  
TOLL FREE: 800.294.7709 or 401.421.0700 F: 401.455.3050

*Please tell reservations that you are with CNCS to get the special hotel rate of \$129 per room, per night, plus tax. If you are from a not-for-profit organization, please bring proof of your tax exempt status. Some states may assist grantees with hotel costs. Contact your State Commission or CNCS State Office for information.*

**Travel Information:** You are responsible for your own travel and your Commission or State Office may be able to assist with the cost. The Institute begins at 12:30pm on Tuesday, October 10 and concludes at 1pm on Thursday, October 12. On-site check in will be from 9:30am to 11:30am on Tuesday, October 10. In many cases, preferred travel agent Ramsay Scarlett Travel, Inc is offering special conference rates on airfare. To inquire, call Ramsay Scarlett Travel, Inc. at 800.222.4988.

**For conference information and/or to mail registration form and fee:**

Campaign Consultation, Inc.  
2819 Saint Paul Street, Baltimore, MD 21218-4312  
Attn: Laura Cook, Cook@CampaignConsultation.com  
TOLL FREE: 877.243.2253x37 F. 410.243.1024

Registration Form  
The Resources Now! National Institute  
PROVIDENCE, RI October 10-12, 2006

Full Name: \_\_\_\_\_

First Name for Institute Badge: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Dietary Requirements: \_\_\_\_\_

Special Considerations: \_\_\_\_\_  
\_\_\_\_\_

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